

Welcome

Presenter - Matt Illston - MD Mr Zen ltd,

Website, Integration, Res System
and eCommerce Expert



Effective Tools for Customer Engagement

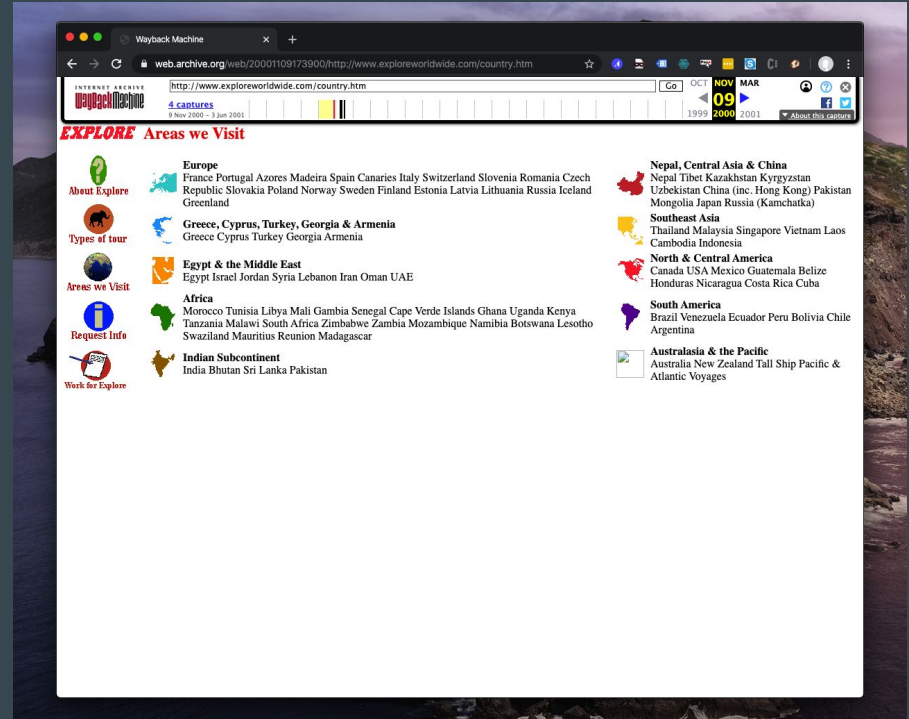
Having captured customer enquiries or bookings, now is the opportunity to effectively engage throughout the customer journey. The objective of end to end customer engagement is to ensure that every touchpoint between your business and the customer contributes to raising lifetime customer value. This might be by catalysing a customer to book, upselling or helping to ensure a customer becomes a repeat booker, In this session, we will cover a few examples and tools that can be used.

How has technology changed the Customer Journey

2001 - 2021

Key differences:

- Acquisition
- Browser Technology
- Multi-Device
- Software as a Service (SAAS)
- Integration



Stages

- Awareness
- Consideration
- Conversion
- Pre-Departure
- On Holiday
- Post Return

Awareness

Online Advertising

SEO

PPC

Influencers

Traditional Marketing



Effective Landing
Pages

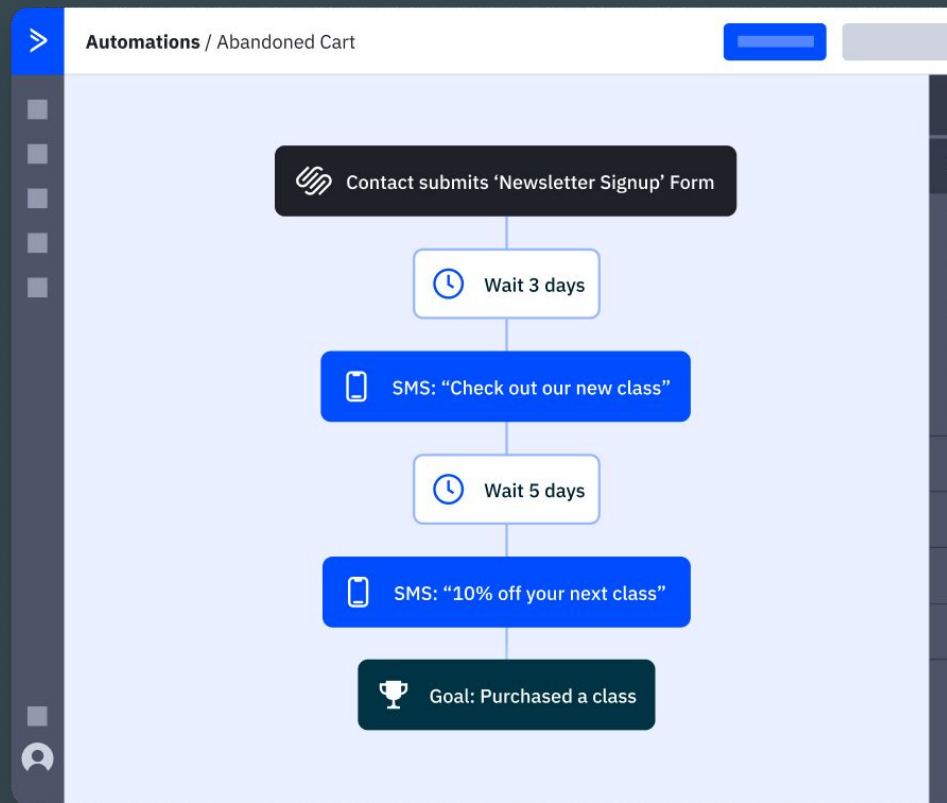
Data Capture

Remarketing

Analytics

Consideration

Database	Newsletters / Targetted Online Advertising / Active Campaign
Remarketing	Google Ads / Facebook Remarketing
Analytics	GA / GTM / Optimise / GCLID



Conversion

Booking Process

- Light weight
- Login Available

Enquiry opportunity

- Fall back enquiry process

KEAdventure Travel

1 RESERVATION ····· 2 OPTIONS ····· 3 PAYMENT ····· 4 NEXT STEPS

RESERVE YOUR SPACE

If you have an existing MyKE account, please log in here

Lead Passenger

PERSONAL DETAILS

TitlePlease select

First name

Middle name

☐ I do not have a middle name

Last name

GenderPlease select

Date of birthDayMonthYear

Email address

Preferred contact number

How did you hear about usPlease Select

CONTACT ADDRESS

Postcode

FIND ADDRESS

Choquequirao to Machu Picchu

PERU

TOTAL PRICE

£2,845

1 passenger, 13 days, starting 19th June 2022

PRICE BREAKDOWN

Passengers

Passenger 1£2,845

If seats on the group flights are no longer available at this price or you have requested an alternative carrier / regional departures we will contact you with a revised quote. If you are not happy with the flight quote provided you will be entitled to a full refund.

Options

Selected on the next stage.

Conversion

New tool “Canvas” - for creating stunning, personalised travel websites created for the customer.




Pre Departure

Active Campaign

Personalised Ads

My Account

Vamoos



TRK, WALK, CLIMB, FAMILY, CYCLE & DISCOVERY HOLIDAYS

[HOLIDAY TYPES -](#) [DESTINATIONS -](#) [ABOUT -](#) [01768 773966](#)
Call us, we're open today 09:00 - 5:30pm

[Home](#) [Travel Safety](#) [News & Blogs](#) [Enquire Now](#) [Search](#) [My KE](#) [Heart](#)

[MY KE](#)
[My Bookings](#) [My Contributions](#) [My Profile](#) [Log Out](#)

Your booking

Edge of the Sahara Trek

HOLIDAY CODE: WST /04/22/
HOLIDAY STATUS: Not yet guaranteed

YOUR BOOKING REF: WST-3721HCQV
BOOKING STATUS: Cancelled

[Your Account](#)

Summary of Services

Mr Matthew Illston (ref: 1500690000026137)	
Holiday Edge of Sahara Trek	£ 625.00
Cancellation Credit - Mr Zen test and refund	£ -625.00
Total	£ 0.00

Payments

16 September 2021	£ 200.00
17 September 2021	£ -200.00
Total Paid	£ 0.00

[CONTACT KE ABOUT TRIP](#)



CAMPBELL IRVINE
DIRECT TRAVEL INSURANCE

[Get a Quote »](#)

Travel insurance specifically designed to cover travel with KE for all European residents

We strongly recommend that you take out travel insurance which includes COVID-19 cover. Get a quote here.



15%DISCOUNT
For Clients of KE Adventure

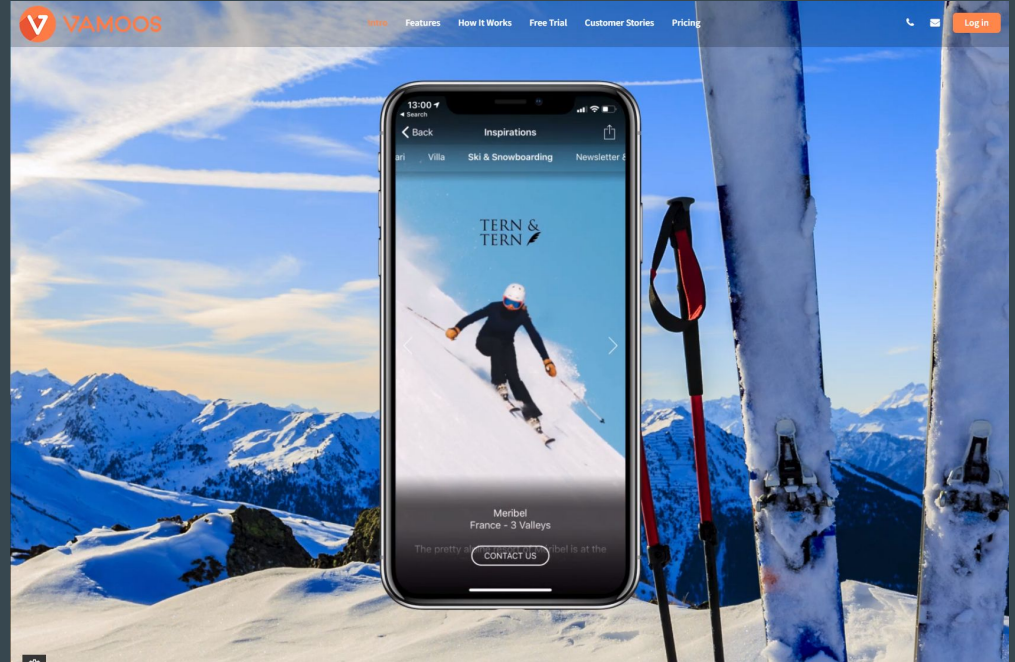
On Holiday

In resort apps / personal websites

Vamoos

Canvas

My Account



Post Return

Active Campaign

Review Sites - Feefo / Reevo

CRM

Rewards

Members clubs

The screenshot shows the Feefo Campaign Manager Tool website. The header includes the Feefo logo, navigation links for Industries, Products, Solutions, Pricing, Resources, and About, and a top right section with links for Read Reviews, Contact, and Login, along with a phone number +44 203 362 4209 and a Get Started button. The main content area has a yellow background with a man holding a measuring tape. The title 'Campaign Manager Tool' is prominent, followed by a description: 'Reach out to your customers at any stage of their journey with feedback requests tailored specifically to them.' Below this, 'Key Benefits' are listed: 'Increase your response rate', 'Improve every stage of your customer journey', and 'Strengthen your customer relationships'. A 'Key Features' section on the left describes collecting feedback at every touchpoint, understanding customer journeys, and tailoring feedback requests. On the right, a 'Triggers' section shows a table with columns for 'Booking Experience' and 'Holiday Experience', each with 'GET' and 'FEEDBACK PERFORMANCE' buttons. A bottom right button says 'Add new trigger'.

feefo

Industries Products Solutions Pricing Resources About

Read Reviews Contact Login

+44 203 362 4209 Get Started

Home / Products / Connect / Campaign Manager Tool

CONNECT

Campaign Manager Tool

Reach out to your customers at any stage of their journey with feedback requests tailored specifically to them.

Key Benefits:

- Increase your response rate
- Improve every stage of your customer journey
- Strengthen your customer relationships

Key Features

- **Collect feedback at every touchpoint**
Understand how customers feel at every stage of their journey, from sale through to experience
- Tailor feedback requests to your audiences**
Treat customers as individuals with fully customised feedback requests and increase your response rates

Triggers

Booking Experience	GET	FEEDBACK PERFORMANCE	0
Campaign: Booking			
Holiday Experience	GET	FEEDBACK PERFORMANCE	0
Campaign: Holiday			

Want to contact customers multiple times?
→ Add new trigger

Integrate

Future of travel technology will be SAAS based.

“If this, then that” tools - Zapier

The screenshot displays the Zapier interface for a workflow titled "Triggers on Booking". The workflow consists of five steps:

- Trigger:** 1. New Booking in TravelZen (0.2.0)
- Action:** 2. Send Channel Message in Slack
- Action:** 3. Create Invoice in QuickBooks Online
- Action:** 4. Create Contact in HubSpot
- Action:** 5. Create Campaign in ActiveCampaign

The fifth step, "Create Campaign in ActiveCampaign", is currently expanded, showing the following configuration options:

- Choose app & event:** A dropdown menu with a green checkmark.
- Choose account:** A section with a blue button labeled "Sign in to ActiveCampaign".
- ActiveCampaign is a secure partner with Zapier. Your credentials are encrypted & can be removed at any time.**
- To continue, finish required fields**

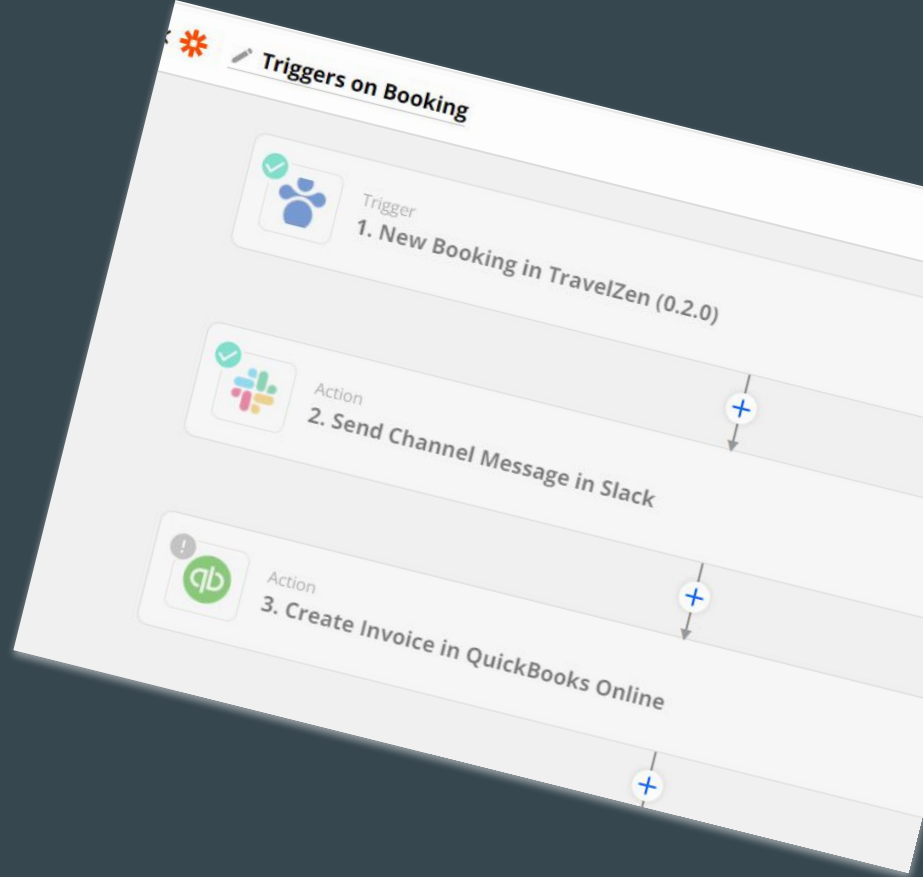
I hope this was useful

Take down my details and feel free to contact me any time with questions about anything I've discussed today!

Feel free to contact me by email

matt.illston@mrzen.com

Connect with me on LinkedIn if you aren't already <https://www.linkedin.com/in/mattillston/>



MR ZEN